

*MEDIA RELEASE- For immediate release*

## **DETPAK SUPPORTS DEMAND FOR RECYCLED CONTENT THIS NATIONAL RECYCLING WEEK**

*Friday November 8, 2019*

Packaging manufacturer Detpak currently uses over 1,300 tonnes of Australian sourced recycled content to produce new paper packaging products every year.

Despite some media reports of a ‘recycling crisis’, Detpak Manager of Marketing and Innovation Tom Lunn said recycling is already ingrained in consumer behaviour, is supported by existing collection systems and infrastructure, and provides an opportunity for valuable materials to live again.

“Recycling is a great and convenient option for consumers to responsibly dispose of their packaging – with 91% of the population already having access to kerbside recycling collection<sup>1</sup>,” Tom said.

“National Recycling Week is almost here. We champion recycling as the ultimate environmental option for single-use packaging.

“Recycling provides a great end of life solution to ensure the valuable resources that go into manufacturing can live again.

“Making packaging recyclable is also a part of targets set in the Toward 2025 agreement from Australian Environment Ministers, along with ensuring there is a demand for recycled materials.

“Already we are using over 1,300 tonnes of Australian sourced recycled content in products we manufacture in Adelaide.

“Consumer engagement is so important and initiatives like Planet Ark’s National Recycling Week can help educate and raise awareness around the importance of recycling.

“We saw from the latest National Waste Report that recycling rates are trending upwards<sup>3</sup> and it is important that positive commentary around recycling continues, to inform consumer and business behaviour,” Tom said.

National Recycling Week is an initiative of environmental organisation Planet Ark, to learn more about the week, head to: <https://recyclingnearyou.com.au/nationalrecyclingweek/>

**For more information or to arrange interview, please contact Amy Park on:**  
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1. Analysis of Australia’s municipal recycling infrastructure, Australian Government, October 2018

2. Australian Packaging Covenant Toward 2025 Guidelines, October 2019

3. National Waste Report 2018, Blue Environment Pty Ltd, November 2018

### ***About Detpak***

*A Member of the Detmold Group, Detpak is a specialist paper and board packaging manufacturer dedicated to the food service industry. The Detmold Group has been owned and operated by the Detmold family since 1948. Detpak combines global reach with local expertise and offers a large range of ready-to-go packaging items as well as custom-print, tailored and sustainable packaging solutions.*